

For Immediate Release

Taipa Village Cultural Association Exclusively Presents “Din Dong x Taipa Village” Charity Carnival

Bringing love and joy to the community to celebrate the festive Christmas season



Macau, 8th December 2017 – Taipa Village Cultural Association proudly announces its collaboration with well-known Hong Kong illustration and comic character Din Dong to present the Din Dong x Taipa Village Charity Carnival, with the goal of fostering the art and cultural diversity of Taipa Village and raising awareness of Macau’s underprivileged.

The carnival will feature a wide range of gourmet and handcraft booths showcasing the specialty of made-in-Macau products, as well as a string of Din Dong themed interactive games to delight visitors during the Christmas season. There will also be a series of fun-filled activities, including close-up magic, balloon twisting, face painting and caricatures for carnival-goers to enjoy.

Din Dong has already featured in a creative art competition held in October and November to foster the creativity of local kids and teenagers and to discover their rich talents. All winners of the competition will receive awards at the carnival’s opening ceremony on 16th December.

“We are delighted to collaborate with renowned character Din Dong, a cheerful cat full of positive energy, to bring joy and love to Taipa Village.” says Pamela Chan, Director of the Executive Board, Taipa Village Cultural Association. “By featuring this iconic character as the main theme of our carnival, we hope to draw more traffic and visitation to this culturally rich



destination, while creating an artistic and cultural attraction in which local and international visitors can spend the festive season.”

In addition to charity sales, a donation counter will be set up by the local branch of the Salvation Army to collect second-hand books and clothing to help underprivileged children. All the net proceeds of sales and other activities will be donated to the Salvation Army.

As a socially responsible organisation, Taipa Village Cultural Association is committed to providing sustained support to the local community through art and creative initiatives, cultural and heritage preservation, social outreach, and a diverse range of educational programmes to allow future generations to enjoy the unique experience of authentic Macau. The carnival is a key platform for connecting Taipa Village Cultural Association with local partners and merchants in the neighbourhood to develop Macau as a distinctive community filled with unity, fun and joy.

Din Dong x Taipa Village Charity Carnival General Information

Date: 16th – 26th December 2017

Time: 2:00pm to 9:00pm

Venue: Pak Tai Temple Front

Program: Gourmet booth, handicraft booth, weekend performance, interactive games, clothing and book donation counter

Admission: Free

- Ends -



About Taipa Village Cultural Association

Taipa Village Cultural Association was established in 2016 as a non-profit association comprised of representatives from both the local community and broader Macau. The association aims to highlight the uniqueness of Taipa Village's heritage by raising awareness of its attractions and cementing its position as a distinctive community that benefits all of Macau.

Numerous initiatives are planned to preserve, enrich and cement the village as a tourist and cultural destination, including a diverse range of artistic and cultural attractions that will allow visitors and future generations to enjoy a unique experience of the authentic Macau.

About Taipa Village

Located in an historic enclave on Taipa Island, Taipa Village was originally inhabited by fishermen – a heritage that lives on today in its quaint village street layout and evocative, pastel-hued shop houses, nestled alongside colonial churches and Chinese temples. The village, with its rich history, offers an inspiring, East-meets-West alternative to Macau's casinos, and is a must-go destination for visitors and locals alike.

About Din Dong

Din Dong is a comic character, a cheerful housecat full of positive energy and dream. His comic exploits are published by Joint Publishing HK, and themed exhibitions have been held in a number of shopping malls and venues in Hong Kong and Japan, including LCX at Harbour City and Olympian City in Hong Kong, and Japan's National Museum of Emerging Science and Innovation (Miraikan). Din Dong has also won the 24th Asiagraph Special Appraisal Award, and his comics have aired on Japanese public broadcaster NHK and screened at the 34th Hong Kong International Film Festival.

www.taipavillagemacau.org.mo

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